

**City of Sedona
Not-for-Profit
Funding Request
for
The Arts, Community Building and Economic Stimulation
Fiscal Year 2012
REVISED 3/7/11**

OPENING STATEMENT

The City of Sedona encourages and may fund 501(c) organization activities that serve a public purpose, provide a fair return value to the City and are consistent with the City's funding priorities. Activities that may be funded include those that enhance the City's commitment to arts and culture, civic and community service which foster the well-being and prosperity of the City and its residents.

OUTCOME OBJECTIVES

- Assurance that all funding serves a public purpose,
- Documented return on value to the city (either historical or estimated),
- Fair, equal and open opportunity for all non-profits to participate,
- Potential access to higher funding level for all organizations,
- Structured, objective and consistent selection process,
- Greater opportunity for creative proposals and innovation in use of public funds.

GENERAL CRITERIA FOR FUNDING

Eligible organizations:

1. Recognized by the IRS as a 501(c) organization,
2. Provides documented services directly to City of Sedona residents,
3. Has an independent Board of Directors of at least five or more, and,
4. Demonstrates the leadership and financial capacity to create significant and long-lasting benefits to the community or to the target population.

Ineligible organizations:

1. "Conduit" organizations using funds to support other organizations or individuals.

Eligible programs and activities must:

1. Meet the definition of public purpose by providing the following:
 - a. Direct public benefits as opposed to an indirect or remote benefit,
 - b. Programs and services that promote public health, safety, general welfare, prosperity and contentment, and,
 - c. Equal and open access to all members of the community with no one being easily excluded.
2. Significantly impact the well-being and prosperity of Sedona residents in the areas of arts and culture, civic and community service, community building and economic stimulation.

3. Demonstrate that city funding is essential to the success of the program or service,
4. Directly benefit City of Sedona residents,
5. Strive for programs that are innovative and distinctive.

Ineligible programs and activities are those that:

1. Discriminate based on membership status or economic status.
2. Fund travel or training for organization officers, members or volunteers,
3. Provide direct grants to individuals,
4. Fund organizational deficit reduction, endowments or fundraising campaigns.

Funding Categories

Funding requests for Community Building, The Arts and Economic Stimulation will be submitted by separate category and each evaluated on their individual merits. Select only one category to apply for per application. Funding will be allocated to requests based on their merit scores. No requests will be funded that have a merit score average of less than 2.5 (on a 5 point scale) even if funds remain.

1. Community Building- This category is for events or activities that are primarily for Sedona residents and designed to foster a greater sense of community. While visitors or others outside the community may attend or participate, it is meant to enhance the quality of life in Sedona. Some eExamples include, St. Patrick's Day Parade, Community Fair and Mitzvah Day.
2. The Arts- This includes a wide range of arts and cultural activities. Activities should be free or nominal cost programs including but not limited to summer youth art camps, school programs, public workshops and special public performances.
3. Economic Stimulation- This is for activities specifically intended to stimulate business and the Sedona economy. Examples in include, creation of new events, major additions to existing ones, additional types of event marketing and new marketing activities for a specific event are possible examples. Requests should indicate how the applicant will measure and document the generation new revenues.

Eligible organizations:

~~Recognized by the IRS as a 501(c) organization,
Provides documented services directly to City of Sedona residents,
Has an independent Board of Directors of at least five or more, and,
Demonstrates the leadership and financial capacity to create significant and long-lasting impact in the community or on the target population.~~

EVALUATION PROCESS

Applications will be evaluated on a 1 (low) to 5 (high) scale and scored on the Funding Rationale responses.

REVIEW PROCESS & COMMITTEE

A committee of the following will review all funding requests (for all categories):

- Two (2) Budget Oversight Commission members
- Two (2) Community Representatives with experience in grant/foundation funding evaluations.
- One (1) Community Member at-large, preferably with not-for-profit experience.

A City Council member will serve as a liaison to the Committee (a non-voting member).

For the 2012 fiscal year, the Arts & Culture Commission will review all Arts category funding requests and provide a recommendation to the Review Committee.

The Review Committee will provide a recommendation to the City Council for final funding approval.

INSTRUCTIONS

Carefully read and follow the instructions. Failure to provide all of the required information, with clearly marked signature originals, will delay funding requests.

Due Date: Packets must be received, not postmarked, by **4:00 P.M. on DATE.**

The (Title of) form must include the following sections in the order indicated below:

- ☐ One (1) completed form signed by an authorized representative or Board member.
- ☐ A **Proposal Narrative** section with clearly marked headers, including Organization Overview, and Funding Rationale and Attachments.
- ☐ **Organization Budget** on provided budget worksheet.
- ☐ Most recent previous year end line item signed, financial statements (audited, if available).
- ☐ Number of Board positions and number of positions currently vacant.
- ☐ Use white paper. Number all pages of your application. Leave at least 1-inch margins, no smaller than single space, and use a 12-point font.
- ☐ Do not put the information in a binder and do not include color photographs or other color materials. Do not bind or staple application. **Use only a paper or binder clip.**
- ☐ Recipients that have not completed all required deliverables as outlined in the current service contract will be delayed in processing.

- ☐ Do **not** include materials other than those specifically requested at this time.
- ☐ Any changes made to the provided information throughout the year, shall be provided to the City (i.e. Board of Directors, mission statement, [changes to funded program](#), etc.)

TIMELINE

Below is a preliminary timeline for the 2012 fiscal year funding process:

- **Applications Due** **Add DATES**
- **Arts & Culture Commission Reviews Requests**
- **Review Committee Meets**
- **City Council Approval**

For questions regarding the form, please contact Andi Welsh, Community Services Director, at (928) 203-5022 or awelsh@SedonaAZ.gov.

Return completed applications by **DATE to:**

Andi Welsh
Community Services Director
City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336

Funding Request Form

ORGANIZATION INFORMATION

~~This form is for summary purposes only.~~

Organization Name:

Street Address:

City, State, Zip:

Employer Identification Number (EIN):

Phone:

Fax:

Website:

Chief Executive Officer/Executive Director Name:

Chief Executive Officer/Executive Director Phone:

Chief Executive Officer/Executive Director Email:

Board Chair Name:

Board Chair Phone:

Board Chair Email:

Name and Title of contact person for application:

Contact Phone and Email:

Application Category (check only one box- double click to check box):

☐ Community Building

☐ The Arts

☐ Economic Stimulation

Organization Establishment Date	
Dates of Organization's fiscal year (e.g., January-December):	

Total budgeted expenditures for organization's current fiscal year:		Total year to date expenditures for the organization's current fiscal year:		Total actual expenditures for organization's prior fiscal year:	
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Please list your Organization's staff composition in numbers:

<i>Paid full time</i>	<i>Part time- number of part-time staff and the number of full-time equivalents</i>	<i>Volunteers</i>	<i>Interns</i>	<i>Other (specify)</i>	<i>Total Staff (professional and volunteer)</i>

AMOUNT REQUESTED

Funding amount requested	\$ _____
Total annual organization budget for upcoming fiscal year	\$ _____

PROPOSAL INFORMATION

<p>Provide a 2-3 sentence summary of what the City’s funding will be used for. If funding is used for more than one program, please provide 2-3 sentences for EACH. <u>Be sure each program described uses only one application category, checked on page 4. (this information will be used in the final contract between the City and your Organization).</u></p>

Estimated Number of unduplicated City of Sedona Residents Served (by program) ¹ :	Geographic area served (specific boundaries) (by program, if necessary):
Estimated Number of City of Sedona Businesses, if applicable, served (by program):	% of Residents vs. Non-Residents Served (by program):

¹ For example, a teacher has 30 students. This number would be 30 and not 150 students per week.

All City of Sedona funding for ~~the~~your organization's previous three (3) fiscal years:

Year	Amount
201	
201009	
2008	

AUTHORIZATION

The undersigned, **an authorized officer of the organization**, does hereby certify that the information set forth in this grant application is true and correct, that the Federal tax exemption determination letter attached hereto has not been revoked and the present operation of the organization and its current sources of support are not inconsistent with the organization's continuing tax exempt classification as set forth in such determination letter.

Print Name

Title

Signature

Date

NARRATIVE RESPONSES

Narratives must be typewritten using a 12-point font and not exceed **4 single-sided (or 2 double-sided)** pages for all response (not including attachments). Be brief and to the point and number all pages.

I. ORGANIZATION OVERVIEW

1. Brief summary of organization purpose and goals. Also include the organization's mission statement.
2. Brief description of organization current programs or activities, including statistics and specific accomplishments. Please highlight new or different activities within the last year, if any, for your organization.
3. Provide a list of organization's Board of Directors and titles.

II. FUNDING RATIONALE

1. What specifically will you accomplish with the City's funding? Describe the program for which you are requesting funding.
 - If you are applying in the Community Building funding category, be sure to address how your program
 - Does X
 - Does Y
 - Does Z
 - If you are applying in The Arts funding category, be sure to address how your program:
 - X
 - Y
 - Z
 - If you are applying in the Economic Stimulation funding category, be sure to address how your program:
 - X
 - Y
 - Z
2. How does your program ~~meet the evaluation criteria listed on page x??~~serve the public purpose?
 - If you are applying in the Community Building funding category, be sure to address how your program
 - Does X
 - Does Y
 - Does Z
 - If you are applying in The Arts funding category, be sure to address how your program:
 - X
 - Y
 - Z
 - If you are applying in the Economic Stimulation funding category, be sure to address how your program:
 - X
 - Y

- Z
- 3. How does your program meet the City's current priorities/needs as set forth by City council?
 - If you are applying in the Community Building funding category, be sure to address how your program
 - Does X
 - Does Y
 - Does Z
 - If you are applying in The Arts funding category, be sure to address how your program:
 - How is the program creative and innovative?
 - What is the program's artistic merit?
 - What community support has your program already elicited? (Maybe this one belongs under Impact statement?)
 - If you are applying in the Economic Stimulation funding category, be sure to address how your program:
 - X
 - Y
 - Z
- 4. Describe the administrative strengths and experience of those who have planned and will execute your program.
 - If you are applying in the Community Building funding category, be sure to address:
 - X
 - Y
 - Z
 - If you are applying in The Arts funding category, be sure to address:
 - X
 - Y
 - Z
 - If you are applying in the Economic Stimulation funding category, be sure to address:
 - X
 - Y
 - Z

Repeat category prompts

- 5. Describe the financial strength of your organization overall and of your program specifically
 - If you are applying in the Community Building funding category, be sure to address:
 - X
 - Y
 - Z
 - If you are applying in The Arts funding category, be sure to address:
 - X
 - Y
 - Z
 - If you are applying in the Economic Stimulation funding category, be sure to address how your program:
 - X

- Y

ZRepeat category prompts

6. How many Sedona residents will your program serve and how will your program impact those residents?

- If you are applying in the Community Building funding category, be sure to address how your program
 - Does X
 - Does Y
 - Does Z
- If you are applying in The Arts funding category, be sure to address how your program:
 - Does X
 - Does Y
 - Does Z
- If you are applying in the Economic Stimulation funding category, be sure to address how your program:
 - X
 - Y

ZRepeat category prompts

7. How will you measure the success of your program?

- If you are applying in the Community Building funding category, be sure to address how your program
 - Does X
 - Does Y
 - Does Z
- If you are applying in The Arts funding category, be sure to address how your program:
 - Does X
 - Does Y
 - Does Z
- If you are applying in the Economic Stimulation funding category, be sure to address how your program:
 - Does X
 - Does Y
 - Does Z

ZRepeat category prompts

8. What need does your program address?

- If you are applying in the Community Building funding category, be sure to address how your program
 - Does X
 - Does Y
 - Does Z
- If you are applying in The Arts funding category, be sure to address how your program:
 - Does X
 - Does Y
 - Does Z
- If you are applying in the Economic Stimulation funding category, be sure to address how your program:
 - X

▪ Y
ZRepeat category prompts

III. SUPPLEMENTAL INFORMATION

1. Arts, Economic Stimulation, Community Building

IV. ATTACHMENTS

1. Finances

- A. Most recent previous year end, signed, line item financial statement, including a balance sheet and operating statement.
- B. Provide a list of organization's top five (5) income sources and amount and percentage of total income.
- C. Signed, **year-to-date** line item financial statement and balance sheet.

ORGANIZATION BUDGET for ORGANIZATION'S CURRENT FISCAL YEAR

Attach a budget narrative explaining your numbers, if necessary.

INCOME

<u>Source</u>	<u>Amount</u>
<i>Support from:</i>	
Government grants	\$
Foundations	\$
Corporations	\$
Individual contributions	\$
Fundraising events and product sales	\$
Membership income	\$
Investment income	\$
Revenue	
Government contracts	\$
Earned income	\$
Other (specify)	\$
	\$
	\$
	\$
Total Income	\$

EXPENSES

<u>Item</u>	<u>Amount</u>
Salaries and wages, benefits and other related costs	\$
Insurance	\$
Consultants and professional fees	\$
Travel & Training	\$
Equipment	\$
Supplies	\$
Marketing, Promotions, & Advertising	
Printing and copying	\$
Telephone and fax	\$
Postage and delivery	\$
Rent and utilities	\$
Credit card and bank charges	\$
Taxes (liability)	\$
Facility Maintenance	\$
Other (specify)	
	\$
	\$
	\$
	\$
Total Expense	\$
Difference (Income less Expense)	\$

PROGRAM BUDGET for ORGANIZATION'S CURRENT FISCAL YEAR
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A **Program Budget** must be submitted for each program the City funds.
 Attach a budget narrative explaining your numbers, if necessary.

INCOME

<u>Source</u>	<u>Amount</u>
<i>Support from:</i>	
Government grants	\$
Foundations	\$
Corporations	\$
Individual contributions	\$
Fundraising events and product sales	\$
Membership income	\$
Investment income	\$
Revenue	
Government contracts	\$
Earned income	\$
Other (specify)	\$
	\$
	\$
	\$
Total Income	\$
<u>Source</u>	<u>Amount</u>

EXPENSES

<u>Item</u>	<u>Amount</u>
Salaries and wages, benefits and other related costs	\$
Insurance	\$
Consultants and professional fees	\$
Travel & Training	\$
Equipment	\$
Supplies	\$
Marketing, Promotions, & Advertising	
Printing and copying	\$
Telephone and fax	\$
Postage and delivery	\$
Rent and utilities	\$
Credit card and bank charges	\$
Taxes (liability)	\$
Facility Maintenance	\$
Other (specify)	
	\$
	\$
Total Expense	\$
Difference (Income less Expense)	\$